

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES — SELECTED PROGRAM TYPES

FIRST REPORT FOR AUGUST, 1984

EVENING 7:00-11:00 PM

	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Participation Variety	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM		
											Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	9.4 8	12.2 7	9.7 23	11.6 4	IFR	10.5 7	9.8 23	10.3 24	9.8 26	10.5 30	10.2 56	20.0 23	14.2 79

EVENING
6:00-7:00PMMONDAY-FRIDAY
11:30-1:00AM

WEEKDAY DAYTIME 7:00AM-4:30PM

WEEKEND DAYTIME

	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Adult 7:00- 10:00AM	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Child- ren's(1)	Sports		
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS†	5.3 4	9.2 3	4.2 9	6.7 14	6.1 9	3.7 6	5.6 14	6.7 13	6.2 27	3.7 30	4.9 3	10.6 10	9.0 13

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.

(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.

(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.

(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.

IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.

† PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

NATIONAL TV NIELSEN RATINGS RANKING — TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 5, 1984

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	SUMMR OLYMS-SUN- 7:00PM-2(S)	25.6	21,450	17	SUMMR OLYMS-SAT-10:30AM-2(S)	13.8	11,560
2	SUMMR OLYMS-WED- 7:00PM-2(S)	25.0	20,950	21	RIPTIDE#	13.7	11,480
3	SUMMR OLYMS-TUE- 7:00PM-2(S)	24.5	20,530	22	CAGNEY & LACEY#	13.0	10,890
4	SUMMR OLYMS-THU- 7:00PM-2(S)	23.9	20,030	23	FALL GUY#	12.7	10,640
4	XXIII OLYM OPEN-CEREMONY(S)	23.9	20,030	24	REMINGTON STEELE	12.5	10,480
6	SUMMR OLYMS-SUN- 7:00PM-1(S)	23.5	19,690	25	ABC WRLD NEWS TONIGHT-SP(S)	12.4	10,390
7	SUMMR OLYMS-FRI- 7:00PM-2(S)	23.2	19,440	26	OLYMPIC GALA(S)	12.1	10,140
8	SUMMR OLYMS-MON- 7:00PM-2(S)	22.4	18,770	27	NBC SUNDAY NIGHT MOVIE	12.0	10,060
9	SUMMR OLYMS-SAT- 7:00PM-2(S)	22.3	18,690	28	FAMILY TIES	11.8	9,890
10	ABC WRLD NEWS TONIGHT-SP(S)	16.6	13,910	28	TV BLOOPERS & PRAC. JOKES#	11.8	9,890
11	SUMMR OLYMS-SUN-10:30AM-2(S)	16.2	13,580	30	MAGNUM, P.I.	11.7	9,800
12	SUMMR OLYMS-SUN-11:30AM-1(S)	15.6	13,070	31	BENSON#	11.6	9,720
13	NBC MONDAY NIGHT MOVIES#	14.8	12,400	31	SCARECROW & MRS. KING	11.6	9,720
14	REAGAN FOR PRESIDENT(S)	14.6	12,230	31	SUMMR OLYMS-MON- 4:00PM-2(S)	11.6	9,720
15	CIRCUS OF THE STARS(S)	14.5	12,150	31	SUMMR OLYMS-WED-12:48AM-2(S)	11.6	9,720
16	A TEAM	14.2	11,900	35	CBS WEDNESDAY NIGHT MOVIE	11.5	9,640
17	ABC WEDNESDAY NIGHT MOVIE#	13.8	11,560	35	NEWHART#	11.5	9,640
17	SIMON & SIMON	13.8	11,560	35	WEBSTER#	11.5	9,640
17	SUMMR OLYMS-FRI-12:32AM-2(S)	13.8	11,560	35	60 MINUTES	11.5	9,640

PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME						T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
EVENING CONT'D																													
CROSSROADS						6	201	196	99	99	A	7.7	15	645	KNIGHT RIDER						36	199	197	99	97	A	9.7	18	813
WED. 8.00P 60 CBS DO										B	7.4	15	620	SUN. 8.00P 60 NBC A										B	15.5	25	1299		
DALLAS						36	199	197	99	99	A	9.1	17	763	KNOTS LANDING						32	202	196	99	99	A	9.6	17	804
FRI. 9.00P 60 CBS GD										B	22.6	37	1894	THU. 10.00P 60 CBS GD						40	202	197	99	99	B	18.1	30	1517	
DICK CLARKS GOOD OL' DAYS(S)							190		97	A	7.6	13	637	MAGNUM, P.I.						40	202	197	99	99	A	11.7	22	980	
2 MON. 8.00P 120 NBC GV										B				THU. 8.00P 60 CBS PD										B	19.8	32	1659		
DIFF'RENT STROKES-SAT.						40	193	188	96	90	A	8.6	18	721	MAMA'S FAMILY						2	186	179	94	96	A	10.2	19	855
SAT. 8.00P 30 NBC CS										B	13.4	25	1123	SAT. 9.30P 30 NBC CS						17		182		91	B	10.2	19	855	
DOMESTIC LIFE						1	188		99	A	5.9	10	494	MASTER										A	6.6	13	553		
2 TUE. 8.30P 30 CBS CS										B	5.9	10	494	2 FRI. 8.00P 60 NBC A										B	9.6	18	804		
DOUBLE TROUBLE						3	190		96	A	10.1	19	846	MOVIE OF THE WEEK-FRIDAY						13	172	178	94	94	A	10.5	20	880	
2 WED. 8.00P 30 NBC CS										B	10.1	21	846	1 FRI. 8.00P 175 NBC FF										B	10.3	19	863		
DUKES OF HAZZARD						36	196	194	98	99	A	8.8	17	737	2 FRI. 9.00P 120														
1 FRI. 8.00P 53 CBS CS										B	14.5	26	1215	NBC MAJOR LGE. PRE-WED.(S)							196		99		A	7.7	17	645	
2 FRI. 8.00P 60														1 WED. 8.00P 18 NBC SC															
FACTS OF LIFE						37	192		98	A	11.0	18	922	NBC MAJOR LGE. BSBL-WED.(S)							197		99		A	8.7	17	729	
2 WED. 9.00P 30 NBC CS										B	16.2	25	1358	1 WED. 8.18P 224 NBC SE															
FALCON CREST						34	196	197	99	99	A	8.3	15	696	NBC MONDAY NIGHT MOVIES						30	190		96		A	14.8	25	1240
FRI. 10.00P 60 CBS GD										B	19.5	34	1634	1 MON. 9.00P 120 NBC FF										B	17.7	28	1483		
														NBC NEWS DIGEST-M-F						208	178	171	90	86	A	8.8	16	737	

FALL GUY 1 WED.	8.00P	60	ABC	A	39	206		99	A	12.7	26	1064	1 M & TH	8.58P	1	NBC	N					B	12.4	20	1039
									B	17.9	29	1500	1 TUE.	9.33P	1										
FAMILY TIES THU.	8.30P	30	NBC	CS	28	201	202	98	99	A	11.8	21	989	1 WED.	8.16P	1									
FOUR SEASONS 1 SUN.	8.30P	30	CBS	CS	10	194		99		B	14.3	23	1198	1 FRI.	8.55P	1									
										A	6.9	12	578	2 MON.	9.05P	1									
										B	9.3	17	779	2 TUE.	9.04P	1									
FOUL UPS, BLEEPs-BLUNDERS 1 TUE.	8.37P	23	ABC	U	22	202		99		A	8.8	17	737	2 W-F	8.58P	1									
GIMME A BREAK THU.	8.00P	30	NBC	CS	38	193	196	97	99	B	13.8	23	1156	NBC NEWS DIGEST-2-M-F			98	181	179	90	89	A	8.2	14	687
										A	10.9	21	913	1 TUE.	10.33P	1	NBC	N				B	12.3	19	1031
										B	14.1	23	1182	1 THU.	9.58P	1									
														2 M & TH	9.58P	1									
GOODNIGHT, BEANTOWN 1 SUN.	8.00P	30	CBS	CS	2	193		98		A	7.5	14	629	NBC NEWS DIGEST-SAT			42	173	164	85	80	A	8.2	16	687
GOODNIGHT, BEANTOWN 2 SUN.	8.30P	30	CBS	CS	1		195	99		B	7.5	15	629	SAT.	8.58P	1	NBC	N				A	10.6	19	888
										A	7.0	13	587	NBC NEWS DIGEST-2-SAT.			20	175	172	88	90	A	8.4	15	704
										B	7.0	13	587	SAT.	9.58P	1	NBC	N				B	9.0	16	754
HART TO HART 1 TUE.	10.00P	60	ABC	PD	34	203		99		A	9.9	18	830	NBC NEWS DIGEST-SUN			42	177	175	88	84	A	8.1	14	679
HILL STREET BLUES THU.	10.00P	60	NBC	OP	38	210	207	99	99	B	14.7	25	1232	SUN.	8.58P	1	NBC	N				B	13.2	20	1106
										A	10.9	19	913	NBC NIGHTLY NEWS-SAT.			35	162	156	90	87	A	5.1	12	427
										B	16.0	27	1341	SAT.	6.30P	30	NBC	N				B	8.0	16	670
HOTEL 1 TUE.	9.00P	60	ABC	GD	5	202		97		A	7.6	14	637	NBC NIGHTLY NEWS-SUN			29	164	166	87	88	A	5.3	11	444
JEFFERSONS SUN.	9.00P	30	CBS	CS	33	198	195	99	99	B	10.2	18	855	SUN.	6.30P	30	NBC	N				B	6.8	14	570
										A	10.4	18	872	NBC NIGHTLY NEWS			209	199	201	97	99	A	8.4	18	704
										B	16.3	25	1366	M-F	6.30P	30	NBC	N				B	10.5	20	880
JENNIFER SLEPT HERE 2 WED.	8.30P	30	NBC	CS	3		189	96		A	10.6	19	888	NBC SUNDAY NIGHT MOVIE			33	190	195	98	97	A	12.0	20	1006
										B	10.2	20	855	SUN.	9.00P	120	NBC	FF				B	15.7	25	1316

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG AUD (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG AUD (0,000)	
EVENING CONT'D																												
NEWHART					31	196		99		A	11.5	18	964	SUMMER SUNDAY USA					6	150	151	87	89	A	2.8	6	235	
2 MON.					9.30P	30	CBS	CS		B	17.0	25	1425	SUN. 7.00P 60 NBC DN										B	3.1	7	260	
NEWSBREAK-M-F					206	189	176	94	91	A	8.7	16	729	SUMMR OLYMS-SUN- 7:00PM-1(S)						215		99		A	23.5	44	1969	
1 MWTHF					8.58P	1	CBS	N		B	14.1	22	1182	1 SUN. 7.00P 241 ABC SE														
														& 11.06P 67														
2 MON.					8.57P	2								SUMMR OLYMS-MON- 7:00PM-2(S)						214		99	A	22.4	41	1877		
2 TU-F					8.58P	1								2 MON. 7.00P 242 ABC SE														
NEWSBREAK-SAT.					41	193	178	98	92	A	5.7	11	478	& 11.07P 55														
SAT.					8.58P	1	CBS	N		B	9.3	17	779	SUMMR OLYMS-TUE- 7:00PM-2(S)						214		99	A	24.5	45	2053		
NEWSBREAK-SUN.					42	186	187	97	97	A	7.8	14	654	2 TUE. 7.00P 301 ABC SE														
1 SUN.					8.58P	1	CBS	N		B	14.8	23	1240	SUMMR OLYMS-WED- 7:00PM-2(S)						214		99	A	25.0	46	2095		
2 SUN.					8.28P	1								2 WED. 7.00P 317 ABC SE														
NIGHT COURT					8	197	195	99	99	A	9.8	17	821	SUMMR OLYMS-THU- 7:00PM-2(S)						214		99	A	23.9	45	2003		
THU.					9.30P	30	NBC	CS		B	12.4	21	1039	2 THU. 7.00P 244 ABC SE														
OLYMPIC GALA(S)						208		99		A	12.1	22	1014	& 11.09P 51														
1 THU.					8.00P	180	ABC	GV						SUMMR OLYMS-FRI- 7:00PM-2(S)						214		99	A	23.2	45	1944		
ONE DAY AT A TIME					7		195		99	A	11.1	18	930	2 FRI. 7.00P 242 ABC SE														
2 MON.					9.00P	30	CBS	CS		B	13.7	23	1148	& 11.07P 54														
ONE DAY AT A TIME(B)					12		194		98	A	7.9	15	662	SUMMR OLYMS-SAT- 7:00PM-2(S)						215		99	A	22.3	45	1869		
														2 SAT. 7.00P 250 ABC SE														
														& 11.16P 36														

2 SUN.	8.00P	30 CBS CS								B	16.7	25	1399
REAGAN FOR PRESIDENT(S)			197		97					A	14.6	27	1223
1 WED.	10.55P	5 CBS P											
REAGAN FOR PRESIDENT-FRI(S)			198		98					A	8.9	18	746
1 FRI.	8.53P	7 CBS P											
REAGAN POLITICAL-NBC-FRI(S)			174		94					A	9.5	19	796
1 FRI.	10.55P	5 NBC P											
REAGAN-BUSH '84 COMM.(S)			206		99					A	11.7	21	980
1 WED.	10.56P	4 ABC P											
REMINGTON STEELE			196	194	98	98				A	12.5	22	1048
1 TUE.	10.35P	60 NBC PD								B	14.8	25	1240
2 TUE.	10.00P	60											
RIPTIDE			193		97					A	13.7	24	1148
1 TUE.	9.35P	60 NBC PD								B	16.8	26	1408
ST. ELSEWHERE				200		99				A	8.2	14	687
2 WED.	10.00P	60 NBC GD								B	12.8	22	1073
SCARECROW & MRS. KING			203	194	99	99				A	11.6	21	972
MON.	8.00P	60 CBS GD								B	16.5	26	1383
SILVER SPOONS			188	183	95	90				A	9.7	19	813
SAT.	8.30P	30 NBC CS								B	10.1	22	846
SIMON & SIMON			204	196	99	98				A	13.8	24	1156
THU.	9.00P	60 CBS PD								B	21.7	34	1818
60 MINUTES			195	197	98	99				A	11.5	23	964
SUN.	7.00P	60 CBS DN								B	21.2	36	1777

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES											
WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)								
LATE FRINGE CONT'D								132		78	A	4.1	12	344	2 TUE. 12.37A 55																				
ABC WKEND REPORT-SAT(S)														2 WED. 12.37A 48																					
2 SAT. 12.16A 15 ABC N														2 THU. 12.36A 46																					
ABC WKEND REPORT-SUN(S)								145		84	A	4.0	14	335	2 FRI. 12.39A 50																				
2 SUN. 12.18A 15 ABC N														NBC LATE NIGHT MOVIE 42							71	71	44	45	A	1.4	5	117							
ABC WEEKEND REPORT-SUN. 41						162			88		A	2.7	17	226	1 SUN. 11.45P 121 NBC FF											B	1.5	6	126						
1 SUN. 12.43A 15 ABC N											B	4.3	11	360	2 SUN. 11.45P 93																				
CBS NEWS NIGHTWATCH-1 191						70	69	67	67		A	1.4	14	117	SATURDAY NIGHT 37							202		99		A	6.6	20	553						
1 M-THSU 2.00A 30 CBS N											B	1.4	15	117	1 SAT. 11.30P 82 NBC GV											B	7.1	21	595						
1 TUE. 2.06A 24														SUMMR OLYMS-MON-12:34AM-2(S)									213		99	A	9.6	37	804						
2 M-THSU 2.00A 30														2 MON. 12.34A 86 ABC SE																					
CBS NEWS NIGHTWATCH-2 210						102	103	88	88		A	1.0	20	84	SUMMR OLYMS-TUE-12:32AM-2(S)									214		99	A	8.7	34	729					
M-THSU 2.30A 210 CBS N											B	1.2	23	101	2 TUE. 12.32A 88 ABC SE																				
CBS SUNDAY NEWS-OSGOOD 42						128	131	71	72		A	4.3	9	360	SUMMR OLYMS-WED-12:48AM-2(S)									214		99	A	11.6	47	972					
1 SUN. 11.00P 15 CBS N											B	5.8	12	486	2 WED. 12.48A 80 ABC SE																				
2 SUN. 11.30P 15														SUMMR OLYMS-THU-12:31AM-2(S)									214		99	A	10.5	41	880						
DAVID LETTERMAN I 166						185	181	96	96		A	3.0	13	251	2 THU. 12.31A 79 ABC SE																				
1 M & TH 12.30A 30 NBC GV											B	3.0	15	251	SUMMR OLYMS-FRI-12:32AM-2(S)									213		99	A	13.8	45	1156					
1 TUE. 1.05A 30														2 FRI. 12.32A 88 ABC SE																					
1 WED. 12.32A 30														SUMMR OLYMS-SAT-12:31AM-2(S)									214		99	A	10.8	37	905						
2 M-TH 12.30A 30																																			

DAVID LETTERMAN SPECIAL(S)							196		98	A	3.8	11	318	2 SAT. 12.31A 83 ABC SE																			
2 SAT. 11.30P 78 NBC GV														SUMMR OLYMS-SUN-12:33AM-2(S)							213		99	A	10.2	39	855						
DAVID LETTERMAN II					166	185	181	96	96	A	2.4	14	201	2 SUN. 12.33A 81 ABC SE																			
1 M & TH 1.00A 30 NBC GV										B	2.3	15	193	TONIGHT SHOW 205						201	197	99	99	A	5.4	15	453						
1 TUE. 1.35A 30														1 MTHF 11.30P 60 NBC GV										B	6.7	21	561						
1 WED. 1.02A 30														1 TUE. 12.05A 60																			
2 M-TH 1.00A 30														2 M-F 11.30P 60																			
EYE ON HOLLYWOOD					74	115		63		A	1.4	5	117	WEEKDAY DAYTIME																			
1 MON. 12.12A 30 ABC GV										B	2.0	7	168	ABC DAYTIME NEWSBRIEF-SP.(S)							212		99	A	12.8	36	1073						
1 TU & W 12.00M 31														2 MON. 5.09P 1 ABC N																			
1 THU. 12.00M 30														ABC DAYTIME NEWSBRIEF-SP.(S)							213		99	A	11.1	32	930						
FRIDAY NIGHT VIDEOS					41	194	196	98	98	A	2.7	12	226	2 TUE. 4.54P 1 ABC N																			
FRI. 12.30A 90 NBC PC										B	3.7	17	310	ABC DAYTIME NEWSBRIEF-SP.(S)							206		99	A	10.0	30	838						
LATE MOVIE I					210	174	170	88	89	A	4.9	14	411	2 W-F 3.57P 1 ABC N																			
MON. 11.30P 68 CBS FF										B	6.0	20	503	ABC DAYTIME NEWSBRIEF-M-F 50						207		99	A	7.5	25	629							
1 TUE. 11.36P 67														1 M-F 2.57P 2 ABC N										B	7.4	26	620						
1 W & TH 11.30P 67														ABC WORLD NEWS-MORN-615A 75						101		72	A	.9	15	75							
FRI. 11.30P 69														1 M-F 6.15A 15 ABC N										B	1.1	14	92						
2 TU & W 11.30P 67														ABC WORLD NEWS-MORN-645A 203							158		87	A	1.4	16	117						
2 THU. 11.30P 66														1 M-F 6.45A 15 ABC N										B	2.0	16	168						
LATE MOVIE II					211	174	170	88	89	A	3.5	17	293	ABC WRD NEWS-SPC-6:15A-1(S)							100		73	A	.9	16	75						
1 MON. 12.38A 50 CBS FF										B	4.1	23	344	2 M-F 6.15A 15 ABC N																			
1 TUE. 12.43A 51														ABC WRD NEWS-SPC-6:45A-1(S)							143		84	A	1.4	18	117						
1 WED. 12.37A 54														2 M-F 6.45A 15 ABC N																			
1 THU. 12.37A 46																																	
1 FRI. 12.39A 47																																	
2 MON. 12.38A 43																																	

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1984 REPORT

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS				PROGRAM COVERAGE				HOUSEHOLD AUDIENCES										
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKDAY DAYTIME CONT'D														LOVING						204	201		96	A	3.4	13	285		
ALL MY CHILDREN SPECIAL(S)							203		99	A	10.4	33	872	1 M-F 11.30A 30 ABC DD								B	3.8	15	318				
2 TU-F 2.00P 40 ABC DD														MATCH GM/HOLLYWOOD SQS HR 176						150		78	A	3.9	13	327			
ALL MY CHILDREN						205	206		99	A	8.8	27	737	1 M-F 3.00P 60 NBC QG								B	3.8	12	318				
1 M-F 1.00P 60 ABC DD										B	8.7	28	729	NBC NEWS AT SUNRISE						210	166	167	90	90	A	1.2	15	101	
ALL MY CHILDREN-SPECIAL(S)							203		99	A	10.0	31	838	M-F 6.30A 30 NBC N								B	1.4	12	117				
2 MON. 2.01P 40 ABC DD														NBC NEWS DIGEST-DAYTIME						85	198	197	99	99	A	5.1	17	427	
ANOTHER WORLD						203	201	200	99	99	A	5.6	18	469	MWF 2.57P 1 NBC N								B	4.7	16	394			
M-F 2.00P 60 NBC DD										B	5.6	19	469	NEWSBREAK-11.57						208	183	177	91	87	A	7.6	27	637	
AS THE WORLD TURNS						204	204	202	99	99	A	7.4	23	620	M-F 11.57A 2 CBS N								B	7.8	30	654			
M-F 1.30P 60 CBS DD										B	7.7	25	645	NEWSBREAK-3.57						205	189	191	94	95	A	6.1	19	511	
BODY LANGUAGE						40	110	105	59	59	A	3.3	10	277	M-F 3.57P 2 CBS N								B	6.5	19	545			
M-F 4.00P 30 CBS PV										B	3.2	10	268	ONE LIFE TO LIVE						203	207		99	A	7.2	24	603		
CAPITOL						207	196	195	96	95	A	6.1	20	511	1 M-F 2.00P 60 ABC DD								B	7.8	26	654			
M-F 2.30P 30 CBS DD										B	6.4	22	536	ONE LIFE TO LIVE SPECIAL(S)							205		99	A	9.5	31	796		
CBS EARLY MORNING NEWS						210	131	132	87	87	A	1.2	18	101	2 TU-F 2.40P 40 ABC DD											A	8.6	27	721
M-F 6.30A 30 CBS N										B	1.5	17	126	ONE LIFE TO LIVE-SPECIAL(S)							205		99						
CBS MORNING NEWS 1						210	198	198	99	99	A	3.0	20	251	2 MON. 2.41P 40 ABC DD														
M-F 7.30A 30 CBS N										B	3.4	17	285	PRESS YOUR LUCK						210	160	160	80	80	A	5.3	21	444	
CBS MORNING NEWS 2						209	198	198	99	99	A	3.1	15	260															

M-F 8.30A 30 CBS N										206	206	204	99 99	B	3.6	16	302									
DAYS OF OUR LIVES														A	7.3	22	612									
M-F 1.00P 60 NBC DD														B	7.2	23	603									
DIFFERENT STROKES M-F										25	137	136	68 65	A	4.1	14	344									
M-F 12.00N 30 NBC CS														B	3.9	13	327									
EDGE OF NIGHT										204	120		69	A	2.6	8	218									
1 M-F 4.00P 30 ABC DD														B	3.2	10	268									
FACTS OF LIFE M-F										143	142	136	87 85	A	5.7	23	478									
M-F 10.00A 30 NBC CS														B	4.6	19	385									
FAMILY FEUD										204	178		89	A	4.4	15	369									
1 M-F 12.00N 30 ABC QP														B	4.7	17	394									
GENERAL HOSPITAL-SPECIAL(S)														A	9.7	29	813									
2 MON. 3.21P 39 ABC DD																										
GENERAL HOSPITAL SPECIAL(S)														A	10.3	32	863									
2 TU-F 3.20P 40 ABC DD																										
GENERAL HOSPITAL										203	209		99	A	9.2	30	771									
1 M-F 3.00P 60 ABC DD														B	10.0	31	838									
GOOD MORNING, AMERICA-730										209	203	202	99 99	A	3.8	26	318									
M-F 7.30A 30 ABC N														B	4.8	24	402									
GOOD MORNING, AMERICA-830										208	204	203	99 99	A	5.0	25	419									
M-F 8.30A 30 ABC N														B	5.4	24	453									
GUIDING LIGHT										205	205	204	99 99	A	7.6	24	637									
M-F 3.00P 60 CBS DD														B	7.9	24	662									
LOVE REPORT-M-F										25	176		89	A	3.0	12	251									
1 M-F 11.00A 30 ABC U														B	2.9	11	243									

PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME										T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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SUMMR OLYMS-WED-11:00AM-2(S)						207		99		A	9.3	30	779	BUGS BUNNY/ROAD RUNNER 3						24	188	180	93	93	A	5.5	20	461	SAT. 11.30A 30 CBS CA						44	129	128	83	83	A	5.3	19	444																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST AUG. 1984 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)		
WEEKEND DAYTIME CONT'D																													
MENUDO-10:25AM					44	199	175	99	85	A	4.6	19	385	SMURFS II					43	206	206	99	99	A	6.0	28	503		
SAT. 10.25A										B	5.6	21	469	SAT. 9.30A							30	NBC	CA			B	7.7	30	645
MENUDO-11:55AM					25	196		96		A	4.5	17	377	SMURFS III					43	206	206	99	99	A	6.5	27	545		
1 SAT. 11.55A										B	4.9	18	411	SAT. 10.00A							30	NBC	CA			B	8.4	31	704
MR. T					43	201	200	97	99	A	6.2	22	520	SPIDERMAN/HULK 1					42	150	146	74	74	A	4.2	15	352		
SAT. 11.00A										B	7.5	26	629	SAT. 11.30A							30	NBC	CA			B	5.5	19	461
MONCHHICHIS					27	193	172	95	81	A	1.6	18	134	SPIDERMAN/HULK 2					39	149	145	74	74	A	3.6	13	302		
SAT. 8.00A										B	2.9	20	243	SAT. 12.00N							30	NBC	CA			B	5.5	19	461
NBC MAJOR LEAGUE PRE GAME					16	202	200	99	99	A	3.6	12	302	SPORTSWORLD					27	176	175	92	91	A	3.2	8	268		
1 SAT. 1.30P										B	4.9	18	411	SUN. 4.00P							90	NBC	SA			B	4.7	12	394
2 SAT. 2.00P														SUMMR OLYMS-SUN-11:30AM-1(S)						216		99		A	15.6	43	1307		
NBC MAJOR LEAGUE BASEBALL					16	202	200	99	99	A	5.8	17	486	1 SUN. 11.30A							390	ABC	SE						
1 SAT. 1.47P										B	6.6	22	553	SUMMR OLYMS-SAT-10:30AM-2(S)									99	A	13.8	42	1156		
2 SAT. 2.17P														2 SAT. 10.30A							480	ABC	SE						
NEW FAT ALBERT SHOW					29	170	167	87	88	A	3.3	11	277	SUMMR OLYMS-SUN-10:30AM-2(S)									99	A	16.2	45	1358		
SAT. 1.00P										B	3.9	13	327	2 SUN. 10.30A							450	ABC	SE						
NEW SCOOPY & SCRAPPY DOO					27	201	178	99	85	A	3.6	19	302	SUNDAY MORNING					42	173	171	95	94	A	3.6	18	302		
SAT. 9.00A										B	4.6	21	385	SUN. 9.00A							90	CBS	N			B	4.5	20	377
ONE TO GROW ON-8:28AM					31	186	187	95	95	A	2.6	25	218	TALLADEGA-500(S)							187		97	A	4.1	11	344		

SAT. 8.28A	2	NBC	CN						B	3.8	25	318	1 SUN. 1.00P	216	CBS	SE									
ONE TO GROW ON-8:58AM				44	196	197	97	97	A	3.4	24	285	TARZAN LORD OF-JUNGLE				24	195	194	96	96	A	3.6	15	302
SAT. 8.58A	2	NBC	CN						B	4.7	24	394	SAT. 10.00A	30	CBS	CA						B	4.5	17	377
ONE TO GROW ON-10:28AM				41	206	206	99	99	A	6.3	26	528	THIS WK-DAVID BRINKLEY-SP(S)						32		45	A	1.2	6	101
SAT. 10.28A	2	NBC	CN						B	8.4	31	704	2 SUN. 9.30A	60	ABC	N									
ONE TO GROW ON-10:58AM				43	200	197	97	97	A	6.2	24	520	THIS WK-DAVID BRINKLEY(B)					69		60		A	1.7	8	142
SAT. 10.58A	2	NBC	CN						B	7.6	28	637	1 SUN. 10.30A	60	ABC	N									
ONE TO GROW ON-12:28PM				28	148	145	74	74	A	3.5	12	293	THUNDARR				34	117	142	66	79	A	3.1	11	260
SAT. 12.28P	2	NBC	CN						B	5.0	17	419	SAT. 12.30P	30	NBC	CA						B	4.7	15	394
PAC-MAN				44	200	175	99	85	A	3.9	18	327													
SAT. 9.30A	30	ABC	CA						B	5.0	20	419													
PUPPY-FURTHER ADVENTURES				42	200		96		A	3.8	15	318													
1 SAT. 11.00A	30	ABC	CA						B	5.3	19	444													
RASCALS/RICHIE RICH				44	193	171	98	84	A	2.5	18	210													
SAT. 8.30A	30	ABC	CA						B	3.8	20	318													
RUBIK, THE AMAZING CUBE				44	200	193	99	96	A	4.5	21	377													
SAT. 10.00A	30	ABC	CA						B	5.8	22	486													
SATURDAY SUPERCAR				44	195	195	95	95	A	2.9	19	243													
SAT. 8.30A	60	CBS	CA						B	4.6	22	385													
SCHOOLHOUSE ROCK-8:25AM				27	193	195	95	95	A	2.1	21	176													
SAT. 8.25A	4	ABC	CN						B	3.4	22	285													
SHIRT TALES				44	196	197	97	97	A	3.2	24	268													
SAT. 8.30A	30	NBC	CA						B	4.3	23	360													
SMURFS I				43	206	206	99	99	A	4.5	25	377													
SAT. 9.00A	30	NBC	CA						B	6.0	27	503													

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
	TOTAL AUDIENCE (Households (000) & %)																		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
	TOTAL AUDIENCE (Households (000) & %)																		
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
	TOTAL AUDIENCE (Households (000) & %)																		
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		
	TOTAL AUDIENCE (Households (000) & %)																		
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %																		

U.S. TV Households: 83,800,000
(1) ABC MONDAY NIGHT BSBL PRE, ABC, (8:00-8:12PM)

For explanation of symbols, See page A

EVE. MON. JULY 30, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{															

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1	TOTAL AUDIENCE (Households (000) & %)					15,500 18.5				17,930 21.4							
	ABC TV								FALL GUY (R)(SD)					ABC WEDNESDAY NIGHT MOVIE MISTRESS OF PARADISE(R) (9:00-10:56PM) (SD)(S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					10,640 12.7	12.0*			11,560 13.8	13.4*		14.0*		14.0*		13.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 11.4	25* 12.5		27* 13.2	24 13.7	25* 13.7		25* 14.1		24* 13.9		25* 14.1
W E K 2	TOTAL AUDIENCE (Households (000) & %)					11,310 13.5				20,200 24.1							
	CBS TV								CROSSROADS (SD)					CBS WEDNESDAY NIGHT MOVIE WHEN THE CIRCUS CAME TO TOWN(R) (9:00-10:55PM) (S)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)					7,710 9.2	9.1*		9.2*	12,740 15.2	12.3*		14.8*		16.6*		17.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 9.2	19* 9.0		18* 9.3	27 11.6	23* 13.1		26* 15.4		29* 16.4		31* 17.5
W E K 3	TOTAL AUDIENCE (Households (000) & %)					7,120 8.5	18,940 22.6										
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)					6,450 7.7	7,290 8.7		7.3*		9.2*		9.8*		10.0*		10.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					17 7.7	17 7.0		15* 7.1		17* 8.9		17* 9.8		17* 9.6		18* 10.6
W E K 4	TOTAL AUDIENCE (Households (000) & %)	45,670 54.5															
	ABC TV									SUMMR OLYMS-WED- 7:00PM-2 (7:00-12:17AM) (S)(SD)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	20,950 25.0	14.9*		17.1*		18.8*		21.2*		24.2*		25.7*		28.1*		30.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	46 15.0	31* 14.7		34* 17.0		37* 17.2		39* 18.4		42* 20.0		44* 22.3		47* 24.3		50* 25.0
W E K 5	TOTAL AUDIENCE (Households (000) & %)					8,630 10.3				12,570 15.0							
	CBS TV								CROSSROADS (SD)					CBS WEDNESDAY NIGHT MOVIE LEAVE 'EM LAUGHING(R)			
	AVERAGE AUDIENCE (Households (000) & %)					5,200 6.2	6.4*		6.0*	6,700 8.0	6.7*		7.9*		8.8*		8.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					11 6.6	12* 6.2		11* 5.9	13 6.4	11* 7.0		13* 7.8		15* 8.0		14* 8.3
W E K 6	TOTAL AUDIENCE (Households (000) & %)					10,310 12.3		10,560 12.6		11,060 13.2		10,730 12.8		9,800 11.7			
	NBC TV							DOUBLE TROUBLE (R)	JENNIFER SLEPT HERE (R)(SD)	FACTS OF LIFE (R)	AT YOUR SERVICE				ST. ELSEWHERE (R)		
	AVERAGE AUDIENCE (Households (000) & %)					8,460 10.1		8,880 10.6		9,220 11.0		8,300 9.9		6,870 8.2		8.4*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					19 10.0		19 10.3		18 10.2		17 11.9		14 9.7		14* 10.1	
TV HOUSEHOLDS USING TV		WK. 1	47.2	47.9	47.6	47.4	47.6	48.3	49.8	51.2	53.6	55.6	56.9	57.3	58.0	57.6	57.2
(See Def. 1)		WK. 2	50.6	51.6	51.9	52.2	52.8	53.9	55.6	57.9	59.5	60.1	59.8	59.1	59.3	59.7	59.7

U.S. TV Households: 83,800,000

(1) NBC MAJOR LGE. PRE-WED., NBC, (8:00-8:18PM)(S)

For explanation of symbols, See page A.

EVE.WED. AUG.1, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{ 22,040 26.3																
	ABC TV		OLYMPIC GALA (SD)																
	AVERAGE AUDIENCE (Households (000) & %)		{ 10,140 12.1																
	SHARE OF AUDIENCE %		{ 10.3*																
	AVG. AUD. BY ¼ HR.		{ 22 20 *																
	TOTAL AUDIENCE (Households (000) & %)		{ 16,260 19.4																
	CBS TV		MAGNUM, P.I. (R)(SD) SIMON & SIMON (R) KNOTS LANDING (R)																
	AVERAGE AUDIENCE (Households (000) & %)		{ 11,980 14.3																
	SHARE OF AUDIENCE %		{ 13.8* 27 *																
	AVG. AUD. BY ¼ HR.		{ 13.5 14.1																
NBC TV	TOTAL AUDIENCE (Households (000) & %)		{ 11,400 13.6																
	GIMME A BREAK (R) FAMILY TIES (R)(SD) CHEERS (R) NIGHT COURT (R)(SD) HILL STREET BLUES (R)																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 9,720 11.6																
	SHARE OF AUDIENCE %		{ 23 24																
	AVG. AUD. BY ¼ HR.		{ 10.9 12.2																

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{ 44,160 52.7																
	ABC TV		SUMMR OLYMS-THU- 7:00PM-2 (7:00-11:04PM)(11:09-12:00MD) (S)(SD)(-OP)																
	AVERAGE AUDIENCE (Households (000) & %)		{ 20,030 23.9																
	SHARE OF AUDIENCE %		{ 16.1* 45																
	AVG. AUD. BY ¼ HR.		{ 15.3 16.9																
	TOTAL AUDIENCE (Households (000) & %)		{ 10,640 12.7																
	CBS TV		MAGNUM, P.I. (R)(SD) SIMON & SIMON (R) KNOTS LANDING (R)																
	AVERAGE AUDIENCE (Households (000) & %)		{ 7,630 9.1																
	SHARE OF AUDIENCE %		{ 8.8* 17																
	AVG. AUD. BY ¼ HR.		{ 8.7 8.8																
NBC TV	TOTAL AUDIENCE (Households (000) & %)		{ 10,480 12.5																
	GIMME A BREAK (R) FAMILY TIES (R)(SD) CHEERS (R) NIGHT COURT (R)(SD) HILL STREET BLUES (R)																		
	AVERAGE AUDIENCE (Households (000) & %)		{ 8,460 10.1																
	SHARE OF AUDIENCE %		{ 19 19																
	AVG. AUD. BY ¼ HR.		{ 9.4 10.8																

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,820 14.1		11,230 13.4		10,270 21.8							
	ABC TV						BENSON (R)		WEBSTER (R)(SD)					XXIII OLYMPIAD PREVIEW (SD)				
	AVERAGE AUDIENCE (Households (000) & %)	{					9,720 11.6		9,640 11.5		9,050 10.8	12.3*		11.3*			9.7*	10.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					24 11.3	23 11.9	23 11.0	24 12.0	21 12.4	24 12.1	21 11.7	21 11.0	19 10.0	19 9.4	20 9.6	20 10.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					10,640 12.7				11,980 14.3				11,060 13.2			
	CBS TV						DUKES OF HAZZARD (8:00-8:53PM) (R)(SD)(S)(OP)				DALLAS (R)				FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,880 9.4	9.0*		9.8*	8,210 9.8	9.5*		10.0*	7,540 9.0	8.5*		9.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					19 8.9	18 9.1	20 9.7	20 10.0	19 9.3	18 9.7	19 10.0	19 10.0	18 8.4	17 8.6	19 9.1	19 10.0
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{					19,190 22.9											
	NBC TV						MOVIE OF THE WEEK-FRIDAY THE NIGHT THE BRIDGE FELL(R) (8:00-10:55PM) (SD)(S)(OP)											
	AVERAGE AUDIENCE (Households (000) & %)	{					9,640 11.5	9.9*		9.9*		11.1*		12.1*		12.9*		13.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					23 9.5	20 10.3	20 10.0	20 9.8	21 10.8	23 11.3	23 12.0	23 12.2	25 12.9	25 13.0	27 13.6	27 13.5

W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	42,740 51.0															
	ABC TV										SUMMR OLYMS-FRI- 7:00PM-2 (7:00-11:02PM)(11:07-12:01AM) (S)(SD)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	19,440 23.2	14.1*		17.1*		20.2*		22.7*		23.9*		25.9*		29.1*		29.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	45 13.5	31 14.7	31 16.5	36 17.6	41 19.5	41 20.8	44 22.2	44 23.1	44 24.5	45 23.4	45 24.6	45 27.2	51 29.0	51 29.1	52 29.2	52 30.6
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{					9,970 11.9				9,470 11.3				8,800 10.5			
	CBS TV						DUKES OF HAZZARD (R)(SD)				DALLAS (R)				FALCON CREST (R)			
	AVERAGE AUDIENCE (Households (000) & %)	{					6,960 8.3	7.9*		8.7*	7,040 8.4	7.9*		8.9*	6,370 7.6	7.6*		7.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					16 7.6	15 8.3	16 8.6	16 8.8	15 7.5	14 8.4	15 8.8	15 9.0	13 7.6	13 7.6	13 7.5	13 7.6
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{					7,540 9.0				13,490 16.1							
	NBC TV						MASTER (R)(SD)				MOVIE OF THE WEEK-FRIDAY THE PRIVATE EYES							
	AVERAGE AUDIENCE (Households (000) & %)	{					5,530 6.6	6.4*		6.8*	7,630 9.1	8.2*		8.8*		9.9*		9.5*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%					13 6.4	12 6.3	13 6.6	13 7.0	16 7.9	15 8.6	15 8.5	15 9.0	17 10.0	17 9.8	17 10.0	17 8.9
TV HOUSEHOLDS USING TV			WK. 1	44.0	44.2	45.1	46.6	48.2	49.6	49.5	50.2	51.3	52.5	53.4	53.1	51.8	51.3	51.6
(See Def. 1)			WK. 2	47.8	48.0	48.5	50.0	50.8	52.7	53.4	54.3	55.0	56.5	57.7	58.5	58.5	58.0	56.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. JULY 28, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 34,610 41.3															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{ 20,030															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 23.9 48 17.0															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,960 8.3															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,200															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 6.2 13 6.0															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,050 10.8															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,290															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 8.7 18 7.6															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 39,810 47.5															
	ABC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{ 18,690															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 22.3 45 17.1															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,950 7.1															
	CBS TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,770															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 4.5 9 4.5															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 8,970 10.7															
	NBC TV	{															
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,040															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 8.4 18 7.5															

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SAT. AUG. 4, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,600 4.3												
	ABC TV	(1)				ABC WEEKEND REPORT-SAT. (11:42-11:57PM)												
	AVERAGE AUDIENCE (Households (000) & %)					3,440 4.1												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %		23.3*			46 *	11											
		23.3				4.5	4.1											
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)																	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %																	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,480 12.5												
	NBC TV					SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)					5,530 6.6	7.7*			6.7*			4.8*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					20 7.4	21 *			21 *			18 *					
						7.4	8.1	7.3	6.2	5.0	4.3							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	ABC TV					SUMMR OLYMS-SAT- 7:00PM-2 (7:00-11:10PM)(11:16-11:52PM) (-OP)						SUMMR OLYMS-SAT-12:31AM-2 (12:31-1:54AM) (OP)						
	AVERAGE AUDIENCE (Households (000) & %)									3,440 4.1	9,050 10.8	12.8*		11.0*		8.3*		
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23.1*		21.5*		12 4.1	37 12.7	37 *		38 *		37 *		
		24.1	22.4	21.4	21.6				4.1	12.7	12.8	12.0	10.0	8.6	7.8			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																	
	CBS TV					CBS SATURDAY NIGHT MOVIE A LITTLE ROMANCE (9:00-11:14PM)												
	AVERAGE AUDIENCE (Households (000) & %)					6.1*												
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					12 *												
						6.1												
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					6,870 8.2												
	NBC TV					DAVID LETTERMAN SPECIAL (11:30-12:48AM) (SUSTAINING 12:48-1:00AM)												
	AVERAGE AUDIENCE (Households (000) & %)					3,180 3.8	4.5*			3.7*			2.9*					
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					11 5.0	11 *			11 *			10 *					
						4.0	4.3	3.1	2.8	3.0								
TV HOUSEHOLDS USING TV		WK. 1	48.0	44.4	38.9	35.4	32.7	30.3	27.6	24.9	22.3	21.3	19.4	16.3	13.7	11.8	10.6	
(See Def. 1)		WK. 2	49.0	45.9	42.4	39.4	36.2	33.0	29.7	28.0	24.5	21.1	18.2	15.9	13.0	11.2	10.2	

U.S. TV Households: 83,800,000

(1)XXIII OLYM OPEN-CEREMONY,ABC,(7:30-11:12PM)(S) (2)ABC WEEKEND REPORT-SAT.,ABC,(12:16-12:31AM)(S)

For explanation of symbols, See page A.

EVE.SAT. AUG.4, 1984

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. JULY 29, 1984

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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TOTAL AUDIENCE { 42,240
(Households (000) & %) 50.4

ABC TV

AVERAGE AUDIENCE { 19,690
(Households (000) & %) 23.5
SHARE OF AUDIENCE % 44
AVG. AUD. BY ¼ HR. % 16.4

SUMMR OLYMS-SUN- 7:00PM-1
(7:00-11:01PM)(11:06-12:13AM)
(S)(SD)

W
E
E
K
1

TOTAL AUDIENCE { 13,240
(Households (000) & %) 15.8

CBS TV

AVERAGE AUDIENCE { 9,720
(Households (000) & %) 11.6
SHARE OF AUDIENCE % 24
AVG. AUD. BY ¼ HR. % 10.8

60 MINUTES
(R)GOODNIGHT,
BEANTOWN
(R)FOUR SEASONS
(R)(SD)JEFFERSONS
(R)ALICE
(R)TRAPPER JOHN, M.D.
(R)

TOTAL AUDIENCE { 4,360
(Households (000) & %) 5.2

NBC TV

AVERAGE AUDIENCE { 2,350
(Households (000) & %) 2.8
SHARE OF AUDIENCE % 6
AVG. AUD. BY ¼ HR. % 3.0

SUMMER SUNDAY USA

KNIGHT RIDER
(R)(SD)NBC SUNDAY NIGHT MOVIE
TWIRL(R)

TOTAL AUDIENCE { 43,240
(Households (000) & %) 51.6

ABC TV

AVERAGE AUDIENCE { 21,450
(Households (000) & %) 25.6
SHARE OF AUDIENCE % 48
AVG. AUD. BY ¼ HR. % 18.8

SUMMR OLYMS-SUN- 7:00PM-2
(7:00-11:03PM)(11:08-11:57PM)
(S)(SD)

W
E
E
K
2

TOTAL AUDIENCE { 13,910
(Households (000) & %) 16.6

CBS TV

AVERAGE AUDIENCE { 9,470
(Households (000) & %) 11.3
SHARE OF AUDIENCE % 23
AVG. AUD. BY ¼ HR. % 10.8

60 MINUTES
(R)ONE DAY AT A
TIME(B)
(R)(SD)GOODNIGHT,
BEANTOWN
(R)JEFFERSONS
(R)ALICE
(R)TRAPPER JOHN, M.D.
(R)

TOTAL AUDIENCE { 4,190
(Households (000) & %) 5.0

NBC TV

AVERAGE AUDIENCE { 2,260
(Households (000) & %) 2.7
SHARE OF AUDIENCE % 5
AVG. AUD. BY ¼ HR. % 3.0

SUMMER SUNDAY USA

KNIGHT RIDER
(R)(SD)NBC SUNDAY NIGHT MOVIE
WAIT TILL YOUR MOTHER GETS HOME(R)

TV HOUSEHOLDS USING TV WK. 1	46.5	48.3	50.1	51.0	52.4	54.0	55.1	57.4	58.4	59.5	60.4	60.2	60.0	60.2	59.3	57.6
(See Def. 1) WK. 2	48.3	48.9	49.7	50.7	52.2	53.5	54.8	57.1	59.0	60.2	60.6	61.3	60.4	58.7	57.2	56.2

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

EVE.SUN. AUG.5, 1984

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
		24.3	22.7	21.3	18.8	14.0		3.0	2.6								
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
		4.4	9	4.4													
W E E K 3	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
		2.0	2.1	1.9	1.6	1.6	1.5	1.4	1.3	1.2							
W E E K 4	TOTAL AUDIENCE (Households (000) & %)																
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
		25.3	23.8	23.0	23.8	4.1	13.0	11.9	10.7	9.7	8.0	7.4					
W E E K 5	TOTAL AUDIENCE (Households (000) & %)																
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
		4.2	10	4.2													
W E E K 6	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																
		1.0	.9	1.0	1.1	.9	1.0	1.2									
TV HOUSEHOLDS USING TV		WK. 1	51.3	45.9	40.7	36.0	29.8	25.8	22.5	20.0	18.0	16.0	14.0	12.1	10.0	8.5	7.7
(See Def. 1)		WK. 2	51.4	46.7	40.6	36.8	31.2	27.8	24.2	21.7	19.3	17.3	15.3	13.0	9.9	8.7	8.0

U.S. TV Households: 83,800,000

(1) ABC WEEKEND REPORT-SUN., ABC, (12:18-12:33AM)(5)

For explanation of symbols, See page A.

EVE.SUN. AUG. 5, 1984

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			3,940 4.7				4,530 5.4									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,180 3.8				3,850 4.6									
	SHARE OF AUDIENCE %			25				23									
	AVG. AUD. BY ¼ HR. %			3.7	3.9			4.5	4.5								
	TOTAL AUDIENCE (Households (000) & %)			3,180 3.8				3,270 3.9						5,030 6.0		5,610 6.7	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,600 3.1				2,600 3.1						4,190 5.0		4,690 5.6	
	SHARE OF AUDIENCE %			21				15						21		22	
	AVG. AUD. BY ¼ HR. %			3.1	3.1			3.1	3.2					4.7	5.4	5.5	5.8
	TOTAL AUDIENCE (Households (000) & %)			3,690 4.4				4,270 5.1						6,030 7.2		5,280 6.3	
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (S)(OP)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			3,020 3.6				3,440 4.1						4,860 5.8		4,360 5.2	
	SHARE OF AUDIENCE %			23				21						24		20	
	AVG. AUD. BY ¼ HR. %			3.5	3.6			4.1	4.1					5.4	6.2	5.1	5.4

W E E K 2	TOTAL AUDIENCE (Households (000) & %)			4,020 4.8				5,530 6.6									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			3,100 3.7				4,530 5.4									
	SHARE OF AUDIENCE %			26				27									
	AVG. AUD. BY ¼ HR. %			3.6	3.8			5.3	5.5								
	TOTAL AUDIENCE (Households (000) & %)			3,100 3.7				3,180 3.8						4,780 5.7		4,940 5.9	
	CBS TV			CBS MORNING NEWS 1				CBS MORNING NEWS 2						\$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,430 2.9				2,510 3.0						4,020 4.8		4,110 4.9	
	SHARE OF AUDIENCE %			19				14						19		19	
	AVG. AUD. BY ¼ HR. %			2.9	2.8			3.0	3.1					4.5	5.1	4.8	5.2
	TOTAL AUDIENCE (Households (000) & %)			3,440 4.1				3,600 4.3						5,530 6.6		5,030 6.0	
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)						FACTS OF LIFE M-F		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			2,680 3.2				2,930 3.5						4,610 5.5		4,110 4.9	
	SHARE OF AUDIENCE %			21				17						22		19	
	AVG. AUD. BY ¼ HR. %			3.1	3.2			3.6	3.4					5.1	5.9	4.8	4.9
TV HOUSEHOLDS USING TV WK. 1		8.4	10.1	11.6	13.1	15.1	16.9	18.2	19.3	20.4	21.7	22.2	22.9	24.0	25.0	25.2	25.6
(See Def. 1) WK. 2		9.1	10.2	11.5	13.3	15.4	17.4	19.0	19.8	21.2	22.9	23.5	24.4	24.9	25.6	25.6	26.3

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	3,020 3.6		3,100 3.7		4,690 5.6		4,690 5.6		9,800 11.7				7,880 9.4			
	ABC TV		LOVE REPORT-M-F		LOVING		FAMILY FEUD		RYAN'S HOPE		ALL MY CHILDREN				ONE LIFE TO LIVE (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	2,510 3.0		2,850 3.4		3,690 4.4		3,940 4.7		7,370 8.8				6,030 7.2			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	12 2.9		13 3.0		15 3.2		16 3.5		27 7.8		8.3* 26 *	9.4* 29 *	24 7.4	7.2* 24 *	7.1* 24 *	7.1* 24 *
E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,790 9.3		9,550 11.4				9,800 11.7				8,040 9.6				5,780 6.9	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	6,700 8.0		8,210 9.8				7,290 8.7	8.6*		8.7* 29 *	6,200 7.4	7.2* 22 *		7.6* 25 *	5,200 6.2	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 7.6	8.4	36 9.6	10.0			29 8.5	30 *	8.8	29 *	24 7.1	22 *	7.7	7.5	21 6.2	6.3
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,790 9.3		6,120 7.3		4,360 5.2		3,770 4.5		7,710 9.2				6,120 7.3			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,620 7.9		5,200 6.2		3,600 4.3		3,100 3.7		6,030 7.2				4,690 5.6			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	31 7.8	8.1	23 6.2	6.2	15 4.1	4.4	12 3.6	3.7	23 6.8	7.0* 22 *		7.5* 24 *	19 5.9	5.8* 19 *	5.4* 18 *	5.4*

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{													10,810 12.9		10,060 12.0	
	ABC TV															ALL MY CHILDREN SPECIAL(TU-F) (2:00-2:40PM) (S)(OP)(SD)		(1) (S)(OP)
	AVERAGE AUDIENCE (Households (000) & %)	{													8,720 10.4	10.3*	7,960 9.5	9.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%													33 10.4	32 *	31 9.2	29 *
E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	7,290 8.7		8,380 10.0				10,060 12.0				8,630 10.3				5,870 7.0	
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				YOUNG AND THE RESTLESS				AS THE WORLD TURNS				CAPITOL	
	AVERAGE AUDIENCE (Households (000) & %)	{	5,950 7.1		7,120 8.5				7,210 8.6	8.2*		9.0* 28 *	6,290 7.5	7.5* 23 *		7.4* 23 *	5,030 6.0	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 6.8	7.5	29 8.3	8.8			27 8.1	26 *	9.0	28 *	23 7.6	23 *	7.4	19 7.4	18 5.9	18 *
E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	7,290 8.7		5,610 6.7		4,110 4.9		3,270 3.9		8,130 9.7				6,290 7.5			
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		DIFF'RENT STROKES M-F		SEARCH FOR TOMORROW		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,030 7.2		4,860 5.8		3,270 3.9		2,680 3.2		6,200 7.4	7.0* 21 *		7.7* 23 *	4,690 5.6	5.6* 17 *	5.6* 18 *	5.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 7.1	7.3	20 5.8	5.8	13 3.6	4.2	10 3.2	3.3	22 6.7	21 *	7.7	23 *	18 5.7	17 *	18 *	5.6
TV HOUSEHOLDS USING TV		WK. 1	25.5	26.5	27.1	28.0	29.0	30.1	30.0	30.5	30.9	31.7	31.9	31.9	30.4	30.6	29.6	29.8
(See Def. 1)		WK. 2	27.1	28.4	28.7	29.5	30.9	31.7	31.7	32.4	32.6	32.8	32.7	33.1	32.4	32.4	31.3	31.4

U.S. TV Households: 83,800,000

(1) ONE LIFE TO LIVE SPECIAL, ABC, TU-F(2:40-3:20PM)(S)

For explanation of symbols, See page A.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		9,550 11.4				2,510 3.0				8,970 10.7		ABC WORLD NEWS TONIGHT	
	ABC TV				GENERAL HOSPITAL				EDGE OF NIGHT							
	AVERAGE AUDIENCE (Households (000) & %)		{		7,710 9.2				2,180 2.6				7,540 9.0			
	SHARE OF AUDIENCE %				30		9.0*		29*		8		20			
	AVG. AUD. BY ¼ HR.				8.8		9.3		9.4		9.2		2.7		2.5	
	TOTAL AUDIENCE (Households (000) & %)		{		7,710 9.2				3,350 4.0				10,480 12.5		CBS EVENING NEWS- RATHER	
	CBS TV				GUIDING LIGHT (SD)				BODY LANGUAGE							
	AVERAGE AUDIENCE (Households (000) & %)		{		6,290 7.5		7.3*		7.7*		3.5		8,970 10.7			
	SHARE OF AUDIENCE %				24		24*		24*		11		23			
	AVG. AUD. BY ¼ HR.				7.2		7.4		7.6		7.8		3.4		3.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		4,860 5.8								8,380 10.0		NBC NIGHTLY NEWS	
	NBC TV				MATCH GM/HOLLYWOOD SQS HR											
	AVERAGE AUDIENCE (Households (000) & %)		{		3,270 3.9		3.4*		4.3*				7,040 8.4			
	SHARE OF AUDIENCE %				13		11*		14*				19			
	AVG. AUD. BY ¼ HR.				3.2		3.6		4.3		4.3		8.1		8.6	

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		10,560 12.6								10,890 13.0		ABC WORLD NEWS TONIGHT-SP.	
	ABC TV				(1) (S)(OP)(-OP)		GENERAL HOSPITAL SPECIAL(TU-F) (3:20-4:00PM) (OP)(S)(SD)		(S)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)		{		8,630 10.3				10.3*				9,390 11.2			
	SHARE OF AUDIENCE %				32				32*				26			
	AVG. AUD. BY ¼ HR.				10.0		10.1		10.4		10.3		11.0		11.3	
	TOTAL AUDIENCE (Households (000) & %)		{		7,960 9.5				3,270 3.9				9,390 11.2		CBS EVENING NEWS- RATHER	
	CBS TV				GUIDING LIGHT (SD)				BODY LANGUAGE							
	AVERAGE AUDIENCE (Households (000) & %)		{		6,450 7.7		7.4*		7.9*		3.2		8,040 9.6			
	SHARE OF AUDIENCE %				24		23*		24*		10		20			
	AVG. AUD. BY ¼ HR.				7.2		7.7		8.0		7.8		3.0		3.3	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{		4,780 5.7								8,380 10.0		NBC NIGHTLY NEWS	
	NBC TV				SANTA BARBARA											
	AVERAGE AUDIENCE (Households (000) & %)		{		3,180 3.8		3.9*		3.7*				7,040 8.4			
	SHARE OF AUDIENCE %				12		12*		11*				18			
	AVG. AUD. BY ¼ HR.				4.1		3.7		3.8		3.7		8.3		8.5	

TV HOUSEHOLDS USING TV		WK. 1	29.8	31.1	31.6	32.1	30.7	31.6	31.8	33.2	34.8	36.9	37.9	39.9	42.2	44.0	45.0	46.1
(See Def. 1)		WK. 2	31.3	32.1	32.6	33.3	32.6	33.9	34.6	36.3	37.5	39.4	40.7	42.4	44.4	46.1	47.0	48.1

U.S. TV Households: 83,800,000

(1) ONE LIFE TO LIVE SPECIAL, ABC, TU-F(2:40-3:20PM)(S)

For explanation of symbols, See page A.

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,930 2.3		2,770 3.3		3,940 4.7		4,690 5.6		4,940 5.9		4,360 5.2	
	ABC TV					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOPY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		LITTLES	
	AVERAGE AUDIENCE (Households (000) & %)					1,510 1.8		2,350 2.8		3,180 3.8		3,940 4.7		4,270 5.1		3,520 4.2	
	SHARE OF AUDIENCE %					20		21		22		23		22		17	
	AVG. AUD. BY ¼ HR. %					1.5	2.1	2.6	3.1	3.5	4.1	4.4	4.9	5.1	5.0	4.3	4.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	1,010 1.2				1,340 1.6		3,600 4.3				3,690 4.4		3,770 4.5		4,440 5.3	
	CBS TV					CHARLIE BROWN/SNOOPY SHOW (SD)		SATURDAY SUPERCARDE				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	420 .5	<<		.7*	920 1.1		2,350 2.8	2.3*		3.3*	3,100 3.7		3,020 3.6		3,690 4.4	
	SHARE OF AUDIENCE %	9	<<		11 *	12		18	17 *		19 *	18		16		18	
	AVG. AUD. BY ¼ HR. %	<<	<<	.7	.6	1.0	1.3	2.0	2.7	3.2	3.3	3.6	3.9	3.4	3.7	4.2	4.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					1,930 2.3		3,600 4.3		4,860 5.8		5,950 7.1		6,450 7.7		6,700 8.0	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					1,590 1.9		2,850 3.4		3,850 4.6		4,940 5.9		5,530 6.6		5,530 6.6	
	SHARE OF AUDIENCE %					21		26		26		29		29		27	
	AVG. AUD. BY ¼ HR. %					1.7	2.1	3.0	3.8	4.5	4.8	5.6	6.2	6.6	6.7	6.6	6.7

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					1,260 1.5		2,350 2.8		3,350 4.0		2,850 3.4		3,940 4.7		36,450 43.5	
	ABC TV					MONCHHICHIS (SD)		RASCALS/RICHIE RICH		NEW SCOOPY & SCRAPPY DOO		PAC-MAN		RUBIK, THE AMAZING CUBE (SD)		SUMMR OLYMS-SAT- 10:30AM-2 (10:30-6:30PM)	
	AVERAGE AUDIENCE (Households (000) & %)					1,090 1.3		1,760 2.1		2,770 3.3		2,510 3.0		3,270 3.9		11,560 13.8	5.8*
	SHARE OF AUDIENCE %					14		14		17		13		18		42	24 *
	AVG. AUD. BY ¼ HR. %					1.1	1.4	1.9	2.4	3.1	3.4	3.0	3.0	3.6	4.2	5.2	6.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<<				2,100 2.5		4,190 5.0				3,850 4.6		3,520 4.2		4,690 5.6	
	CBS TV					CHARLIE BROWN/SNOOPY SHOW (SD)		SATURDAY SUPERCARDE				DUNGEONS AND DRAGONS (SD)		TARZAN LORD OF-JUNGLE (SD)		BUGS BUNNY/ROAD RUNNER I	
	AVERAGE AUDIENCE (Households (000) & %)	<<	<<	<<		1,590 1.9		2,430 2.9	2.5*		3.2*	3,180 3.8		2,930 3.5		3,690 4.4	
	SHARE OF AUDIENCE %	<<	<<	<<		21		19	19 *		18 *	18		14		16	
	AVG. AUD. BY ¼ HR. %	<<	<<	<<	<<	1.7	2.2	2.4	2.6	3.1	3.3	3.5	4.1	3.4	3.6	4.0	4.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					2,350 2.8		3,180 3.8		4,610 5.5		5,870 7.0		6,540 7.8		6,450 7.7	
	NBC TV					FLINTSTONE FUNNIES (SD)		SHIRT TALES (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
	AVERAGE AUDIENCE (Households (000) & %)					1,930 2.3		2,510 3.0		3,600 4.3		5,110 6.1		5,360 6.4		5,360 6.4	
	SHARE OF AUDIENCE %					26		23		24		28		26		24	
	AVG. AUD. BY ¼ HR. %					2.0	2.6	2.7	3.3	3.8	4.9	5.9	6.2	6.5	6.3	6.3	6.6
TV HOUSEHOLDS USING TV		WK. 1	5.5	6.6	7.4	8.1	9.0	10.8	13.0	15.5	17.8	19.2	20.6	21.8	22.9	24.2	24.7
(See Def. 1)		WK. 2	4.9	5.4	6.0	7.5	9.5	12.1	14.0	16.1	18.9	20.6	22.0	<3.6	24.9	25.9	26.4

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)		{		3,940 4.7		4,270 5.1		3,350 4.0		5,110 6.1					
	ABC TV				PUPPY-FURTHER ADVENTURES		BEST OF SCOOPY DOO (SD)		ABC WEEKEND SPECIALS(B)		AMERICAN BANDSTAND					
	AVERAGE AUDIENCE (Households (000) & %)		{		3,180 3.8		3,350 4.0		2,680 3.2		2,930 3.5					
	SHARE OF AUDIENCE %		{		15		16		12		13	3.5*			13*	
	AVG. AUD. BY ¼ HR.		{		3.8	3.8	3.8	4.2	3.0	3.3	3.5	3.4	3.4	3.7		
	TOTAL AUDIENCE (Households (000) & %)		{		6,290 7.5		6,120 7.3		4,610 5.5		3,940 4.7		3,350 4.0		3,180 3.8	
	CBS TV				BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.	
	AVERAGE AUDIENCE (Households (000) & %)		{		5,030 6.0		5,110 6.1		3,940 4.7		3,180 3.8		2,680 3.2		2,100 2.5	
	SHARE OF AUDIENCE %		{		23		24		17		14		12		9	
	AVG. AUD. BY ¼ HR.		{		5.9	6.0	6.5	5.8	4.7	4.8	3.9	3.6	3.1	3.3	2.6	2.5
	TOTAL AUDIENCE (Households (000) & %)		{		5,780 6.9		3,850 4.6		3,940 4.7		3,100 3.7				3,940 4.7	14,500 17.3
	NBC TV				MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR				(1) (-OP)	NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS N.Y. METS ST. LOUIS VS PITTSBURGH MULTI-SEGMENT TELECAST(OP)
	AVERAGE AUDIENCE (Households (000) & %)		{		4,940 5.9		3,180 3.8		2,930 3.5		2,600 3.1				3,600 4.3	6,870 8.2
	SHARE OF AUDIENCE %		{		23		15		13		12				16	27
	AVG. AUD. BY ¼ HR.		{		5.8	6.0	3.7	4.0	3.6	3.5	2.9	3.2			4.2	4.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)		{													
	ABC TV				SUMMR OLYMS-SAT-10:30AM-2 (10:30-6:30PM)											
	AVERAGE AUDIENCE (Households (000) & %)		{													
	SHARE OF AUDIENCE %		{													
	AVG. AUD. BY ¼ HR.		{													
	TOTAL AUDIENCE (Households (000) & %)		{		5,610 6.7		5,030 6.0		3,600 4.3		3,440 4.1		3,520 4.2		2,770 3.3	
	CBS TV				BUGS BUNNY/ROAD RUNNER 2		BUGS BUNNY/ROAD RUNNER 3 (SD)		BISKITTS (SD)		BENJI, ZAX & THE-PRINCE (SD)		NEW FAT ALBERT SHOW (SD)		CBS CHILDREN'S FILM FEST.	
	AVERAGE AUDIENCE (Households (000) & %)		{		4,530 5.4		4,020 4.8		2,850 3.4		2,600 3.1		2,770 3.3		2,100 2.5	
	SHARE OF AUDIENCE %		{		18		16		11		10		10		8	
	AVG. AUD. BY ¼ HR.		{		5.2	5.6	5.2	4.4	3.5	3.2	3.2	3.1	3.4	3.3	2.5	2.5
	TOTAL AUDIENCE (Households (000) & %)		{		6,540 7.8		4,440 5.3		3,520 4.2		3,520 4.2				2,600 3.1	11,230 13.4
	NBC TV				MR. T		SPIDERMAN/HULK 1		SPIDERMAN/HULK 2 (SD)		THUNDARR				(2) (-OP)	NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS MILWAUKEE L.A. VS CINCINNATI MULTI-SEGMENT TELECAST(OP)
	AVERAGE AUDIENCE (Households (000) & %)		{		5,450 6.5		3,770 4.5		3,020 3.6		2,600 3.1				2,350 2.8	3,270 3.9
	SHARE OF AUDIENCE %		{		22		16		12		10				9	11
	AVG. AUD. BY ¼ HR.		{		6.5	6.5	4.5	4.5	3.7	3.5	3.1	3.0			2.8	3.0

TV HOUSEHOLDS USING TV	WK. 1	26.1	26.5	26.4	26.3	26.7	27.0	26.0	26.5	26.0	27.2	27.7	28.5	28.7	29.4	28.9	29.1
(See Def. 1)	WK. 2	29.3	30.3	29.7	30.0	30.5	30.8	31.8	31.9	31.6	32.2	32.0	32.5	32.8	33.2	33.6	33.9

U.S. TV Households: 83,800,000

(1) NBC MAJOR LEAGUE PRE GAME, NBC, (1:30-1:47PM)

(2) NBC MAJOR LEAGUE PRE GAME, NBC, (2:00-2:17PM)

For explanation of symbols, See page A.

DAY SAT. AUG. 4, 1984

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000) & %)		{ 13,830 16.5															
ABC TV		ABC WIDE WORLD-SPORTS SAT															
AVERAGE AUDIENCE (Households (000) & %)		{ 3,690 4.4															
SHARE OF AUDIENCE %		{ 13 13 *															
AVG. AUD. BY ¼ HR.		{ 4.1 3.8															
TOTAL AUDIENCE (Households (000) & %)		{ 5,110 6.1															
CBS TV		CBS SPORTS SPEC. HARTFORD OPEN-SAT. (4:00-5:59PM) CBS SAT. NEWS-SCHIEFFER															
AVERAGE AUDIENCE (Households (000) & %)		{ 2,770 3.3															
SHARE OF AUDIENCE %		{ 11 12 *															
AVG. AUD. BY ¼ HR.		{ 3.6 3.5															
TOTAL AUDIENCE (Households (000) & %)		{ 6,290 7.5															
NBC TV		NBC MAJOR LEAGUE BASEBALL CHICAGO CUBS VS N.Y. METS ST. LOUIS VS PITTSBURGH MULTI-SEGMENT TELECAST NBC NIGHTLY NEWS-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		{ 8.4 8.8 *															
SHARE OF AUDIENCE %		{ 29 29 *															
AVG. AUD. BY ¼ HR.		{ 8.4 9.2															

TOTAL AUDIENCE (Households (000) & %)		{ 4,110 4.9															
ABC TV		SUMMER OLYMPS-SAT-10:30AM-2 (10:30-6:30PM)															
AVERAGE AUDIENCE (Households (000) & %)		{ 15.1 46 *															
SHARE OF AUDIENCE %		{ 15.0 15.2															
AVG. AUD. BY ¼ HR.		{ 15.0 15.2															
TOTAL AUDIENCE (Households (000) & %)		{ 3,850 4.6															
CBS TV		INT'L AMATEUR BOWLING MEMPHIS GOLF CLASSIC(SAT) (4:30-5:59PM) CBS SAT. NEWS-SCHIEFFER															
AVERAGE AUDIENCE (Households (000) & %)		{ 2,100 2.5															
SHARE OF AUDIENCE %		{ 7 7 *															
AVG. AUD. BY ¼ HR.		{ 2.4 2.3															
TOTAL AUDIENCE (Households (000) & %)		{ 4,440 5.3															
NBC TV		NBC MAJOR LEAGUE BASEBALL CHICAGO WHITE SOX VS MILWAUKEE L.A. VS CINCINNATI MULTI-SEGMENT TELECAST NBC NIGHTLY NEWS-SAT.															
AVERAGE AUDIENCE (Households (000) & %)		{ 3.0 9 *															
SHARE OF AUDIENCE %		{ 3.0 3.0															
AVG. AUD. BY ¼ HR.		{ 3.0 3.0															
TV HOUSEHOLDS USING TV		WK. 1 WK. 2															
(See Def. 1)		29.8 31.3 31.8 32.1 32.8 33.5 34.3 34.3 34.1 35.4 36.4 37.2 38.4 38.4 39.5 39.9															
		33.2 33.2 33.8 34.0 36.1 37.5 38.8 39.4 40.1 40.8 40.8 40.4 42.0 43.4 44.0 44.7															

U.S. TV Households: 83,000,000

For explanation of symbols, See page A.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																2,350 2.8 THIS WK-DAVID BRINKLEY(B)
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																1,420 1.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																1.2* 8 6 1.2
E E K 2	TOTAL AUDIENCE (Households (000) & %)																5,530 6.6
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																3,100 3.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																20 2.9
E E K 2	TOTAL AUDIENCE (Households (000) & %)																
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																1,840 2.2 THIS WK-DAVID BRINKLEY-SP
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)																1,010 1.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																6 1.4
E E K 2	TOTAL AUDIENCE (Households (000) & %)																39,470 47.1 SUMMR OLYMS-SUN- 10:30AM-2 (10:30-6:00PM)
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)																13,580 16.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																5 1.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)																2,260 2.7 FACE THE NATION
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)																1,760 2.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																8 2.2

TV HOUSEHOLDS USING TV WK. 1	4.8	5.4	6.0	7.0	8.8	10.7	12.4	14.2	16.1	18.4	19.1	20.4	21.8	22.8	24.1	25.3
(See Def. 1) WK. 2	4.6	5.3	6.6	8.1	9.6	11.9	13.5	15.1	16.6	18.9	21.3	23.1	24.6	25.7	26.3	27.9

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	{																		
	ABC TV																		
	{																		
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)																		
	{																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
	{																		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	{																		
	CBS TV																		
	{																		
W E E K 1	AVERAGE AUDIENCE (Households (000) & %)																		
	{																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
	{																		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)																		
	{																		
	NBC TV																		
	{																		

W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	{																		
	ABC TV																		
	{																		
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)																		
	{																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
	{																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	{																		
	CBS TV																		
	{																		
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)																		
	{																		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.																		
	{																		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)																		
	{																		
	NBC TV																		
	{																		

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	26.1	27.6	29.6	30.8	31.7	32.6	33.3	34.6	35.3	35.3	34.9	35.5	36.4	36.5	36.9	37.7
		29.4	31.2	32.4	33.2	34.0	35.2	36.0	36.8	37.3	38.4	39.3	39.1	38.5	38.4	38.7	38.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																12,400 14.8
	ABC TV								SUMMR OLYMS-SUN-11:30AM-1 (11:30-6:00PM)									ABC WRLD NEWS TONIGHT-SP
	AVERAGE AUDIENCE (Households (000) & %)	{		16.9*		17.0*		17.3*		17.7*		18.4*		17.2*				10,390
	SHARE OF AUDIENCE %	{		45 *		45 *		45 *		44 *		43 *		40 *				12.4
	AVG. AUD. BY ¼ HR. %	{	16.4	17.3	16.9	17.2	17.3	17.3	17.9	17.5	18.2	18.5	17.4	17.0			12.7	12.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{							6,120 7.3						5,030 6.0			
	CBS TV								TALLADEGA-500 (1:00-4:36PM) (-OP)									CBS EVENING NEWS-DEAN (6:08-6:30PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{							3,180						3,770			
	SHARE OF AUDIENCE %	{		4.3*		4.4*		5.0*	3.8	3.2*		3.6*		4.2*	4.5			
	AVG. AUD. BY ¼ HR. %	{	4.3	4.3	4.3	4.5	4.9	5.2	3.3	3.1	3.5	3.6	4.1	4.4	3.9	5.2		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					4,940 5.9											5,700 6.8
	NBC TV								SPORTSWORLD									NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)	{					2,100											4,610
	SHARE OF AUDIENCE %	{					2.5	2.2*		2.4*		2.8*			5.5			5.5
	AVG. AUD. BY ¼ HR. %	{					6	6 *		6 *		7 *			12			5.4

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																16,760 20.0
	ABC TV								SUMMR OLYMS-SUN-10:30AM-2 (10:30-6:00PM)									ABC WRLD NEWS TONIGHT-SPC
	AVERAGE AUDIENCE (Households (000) & %)	{		15.6*		17.2*		17.0*		17.1*		19.2*		21.0*				13,910
	SHARE OF AUDIENCE %	{		40 *		43 *		42 *		43 *		47 *		49 *				16.6
	AVG. AUD. BY ¼ HR. %	{	15.6	15.6	16.8	17.6	17.6	16.5	16.4	17.8	19.3	19.2	20.0	22.0			16.9	16.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{			6,120 7.3										5,610 6.7			
	CBS TV																	CBS EVENING NEWS DEAN (6:03-6:30PM) (OP)
	AVERAGE AUDIENCE (Households (000) & %)	{			2,010										4,270			
	SHARE OF AUDIENCE %	{			2.4	2.3*		2.1*		2.2*		2.5*		2.7*	5.1			
	AVG. AUD. BY ¼ HR. %	{			6	6 *		5 *		6 *		6 *		6 *	11			
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					7,290 8.7											5,200 6.2
	NBC TV																	NBC NIGHTLY NEWS- SUN
	AVERAGE AUDIENCE (Households (000) & %)	{					3,180											4,190
	SHARE OF AUDIENCE %	{					3.8	4.4*		4.1*		3.0*			5.0			5.0
	AVG. AUD. BY ¼ HR. %	{					9	11 *		10 *		7 *			10			4.8
TV HOUSEHOLDS USING TV		WK. 1	37.2	37.6	38.1	38.5	39.5	39.9	40.6	41.6	43.3	43.8	44.2	45.1	46.3	46.5	45.8	45.5
(See Def. 1)		WK. 2	38.7	39.1	39.5	40.6	40.5	40.4	40.2	41.2	42.4	43.1	43.7	45.7	46.9	47.4	48.2	48.6

U.S. TV Households: 83,800,000

For explanation of symbols, See page A.

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY																	
ABC SUMMR OLYMS-MON- 7:00PM-2(S)	2	7.00-11.02PM	+GRID								42,240	50.4	18,770	22.4	41		
	2	11.07-12.02AM														21.8	
		11.00														21.5	
		11.15														21.5	
		11.30														20.3	
		11.45														18.6	
		12.00															
ABC ABC MONDAY NIGHT BASEBALL	1	8.13-11.19PM	+GRID	17,600	21.0	8,380	10.0	18									
		11.00							10.5								
		11.15							3.3								
		11.30							3.7								
ABC ABC MONDAY NIGHT BSBL-PRE	1	8.00- 8.13PM	+GRID	6,120	7.3	6,200	7.4	15									
EVENING TUESDAY																	
ABC SUMMR OLYMS-TUE- 7:00PM-2(S)	2	7.00-12.01AM	+GRID								44,080	52.6	20,530	24.5	45		
		11.00														30.3	
		11.15														29.0	
		11.30														28.2	
		11.45														24.2	
		12.00														19.4	
CBS AFTERMASH	1	8.35- 9.05PM	+GRID	7,710	9.2	6,200	7.4	14									

[illegible]

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING WEDNESDAY-CONT'D NBC NBC MAJOR LGE. BSBL-WED.(S)	1	8.18-12.02AM	+GRID 11.00 11.15 11.30 11.45 12.00	18,940	22.6	7,290	8.7	17	8.7 7.2 7.3 6.8 6.0								
EVENING THURSDAY ABC SUMMR OLYMS-THU- 7:00PM-2(S)	2	7.00-11.04PM	+GRID 11.00 11.15 11.30 11.45							44,160	52.7	20,030	23.9	45	25.0 21.8 22.1 20.1		
	2	11.09-12.00MD											23.1*	42*			
													21.1*	47*			
EVENING FRIDAY ABC SUMMR OLYMS-FRI- 7:00PM-2(S)	2	7.00-11.02PM	+GRID 11.00 11.15 11.30 11.45							42,740	51.0	19,440	23.2	45	27.0 25.5 24.5 23.3		
	2	11.07-12.01AM											26.1*	49*			
													23.9*	51*			

ABC ABC BUSINESS BRIEF-FRI	1	8.41- 8.42PM	8.30	9,640	11.5	9,640	11.5	23	11.5					21.1
ABC ABC BUSINESS BRIEF-FRI-SP(S)	2	9.00- 9.01PM	9.00							20,610	24.6	20,610	24.6	46
CBS REAGAN FOR PRESIDENT-FRI(S)	1	8.53- 9.00PM	8.45	9,550	11.4	7,460	8.9	18	8.9					
NBC REAGAN POLITICAL-NBC-FRI(S)	1	10.55-11.00PM	10.45	9,640	11.5	7,960	9.5	19	9.5					
EVENING SATURDAY														
ABC ABC NEWSBRIEF-SAT(S)	1	9.06- 9.07PM	9.00	20,450	24.4	20,450	24.4	48	24.4					
ABC ABC NEWSBRIEF-SAT SPEC(S)	2	9.00- 9.02PM	9.00							20,200	24.1	19,360	23.1	44
ABC ABC NEWSBRIEF-SAT SPECIAL(S)	2	9.57- 9.58PM	9.45							20,780	24.8	20,780	24.8	45
ABC ABC NEWSBRIEF SATURDAY(S)	1	10.01-10.03PM	10.00	23,130	27.6	22,630	27.0	49	27.0					
ABC ABC WKEND REPORT-SAT(S)	2	12.16-12.31AM	→GRID 12.30							3,600	4.3	3,440	4.1	12
														3.2
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	4,860	5.8	4,860	5.8	12	5.8	4,690	5.6	4,690	5.6	11
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	7,370	8.8	7,370	8.8	18	8.8	6,290	7.5	6,290	7.5	14
NBC NBC NEWS DIGEST-2-SAT.		9.58- 9.59PM	9.45	7,540	9.0	7,540	9.0	17	9.0	6,450	7.7	6,450	7.7	14
EVENING SUNDAY														
ABC ABC NEWSBRIEF-SUN SPEC(S)	2	9.00- 9.02PM	9.00							24,390	29.1	23,720	28.3	49
ABC ABC NEWSBRIEF-SUN(S)	1	9.22- 9.24PM	9.15	21,290	25.4	21,030	25.1	43	25.1					
ABC ABC NEWSBRIEF-SUN SPECIAL(S)	2	10.01-10.03PM	10.00							26,480	31.6	26,060	31.1	52
ABC ABC NEWSBRIEF SUNDAY(S)	1	10.27-10.29PM	10.15	23,050	27.5	22,540	26.9	44	26.9					
ABC ABC WKEND REPORT-SUN(S)	2	12.18-12.33AM	→GRID 12.30							3,690	4.4	3,350	4.0	14
														3.6

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY W. HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY W. HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D																			
CBS NEWSBREAK-SUN.	2	8.28- 8.29PM	8.15									6,200	7.4	6,200	7.4	14	7.4		
	1	8.58- 8.59PM	8.45	6,790	8.1	6,790	8.1	14	8.1										
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	7,790	9.3	7,790	9.3	16	9.3			5,700	6.8	5,700	6.8	12	6.8		
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	1	>	8.00	8,630	10.3	8,630	10.3	19	7.7	M-F									
			9.45						10.9	TU & W									
			10.00						11.1	TH&F									
ABC ABC NEWSBRIEF-M-F SPECIAL(S)	2	>	9.45									24,130	28.8	23,460	28.0	47	28.4	M-F	
			10.00														28.5	MTHF	
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	5,700	6.8	4,270	5.1	14	5.8	TU-F									
			11.45						4.4	TU-F									
ABC ABC NEWS:NIGHTLINE-MON	1	11.42-12.12AM	11.30	5,030	6.0	3,600	4.3	13	6.2	MON.									
			11.45						4.5	MON.									
			12.00						3.5	MON.									
ABC ABC ROCKS	1	12.00-12.32AM	12.00	2,100	2.5	1,680	2.0	6	2.0	FRI.									
			12.15						2.0	FRI.									
			12.30						1.8	FRI.									
ABC EYE ON HOLLYWOOD	1	>	12.00	1,510	1.8	1,170	1.4	5	1.6	M-TH									
			12.15						1.3	M-TH									

ABC SUMMR OLYMS-FRI-12:32AM-2(S)	2	12.32- 2.00AM	12.30						1.2	M-W		17,350	20.7	11,560	13.8	45	15.0	FRI.	
			12.30													15.2*	43*	15.4	FRI.
			12.45															14.8	FRI.
			1.00															14.7*	47*
			1.15															14.6	FRI.
			1.30															12.5	FRI.
			1.45															11.7*	46*
ABC SUMMR OLYMS-MON-12:34AM-2(S)	2	12.34- 2.00AM	12.30									12,820	15.3	8,040	9.6	37	12.2	MON.	
			12.45													12.0*	38*	11.8	MON.
			1.00															10.6	MON.
			1.15													9.9*	38*	9.1	MON.
			1.30															8.3	MON.
			1.45													7.4*	35*	6.5	MON.
ABC SUMMR OLYMS-THU-12:31AM-2(S)	2	12.31- 1.50AM	12.30									13,910	16.6	8,800	10.5	41	12.7	THU.	
			12.45													12.1*	41*	11.6	THU.
			1.00															10.9	THU.
			1.15													10.3*	42*	9.6	THU.
			1.30															8.7	THU.
			1.45													8.4*	40*	7.5	THU.
ABC SUMMR OLYMS-TUE-12:32AM-2(S)	2	12.32- 2.00AM	12.30									13,070	15.6	7,290	8.7	34	11.7	TUE.	
			12.45													11.3*	36*	10.9	TUE.
			1.00															9.5	TUE.
			1.15													8.6*	34*	7.7	TUE.
			1.30															6.9	TUE.
			1.45													6.5*	32*	6.1	TUE.
ABC SUMMR OLYMS-WED-12:48AM-2(S)	2	12.48- 2.08AM	12.45									14,160	16.9	9,720	11.6	47	13.0	WED.	
			1.00															12.9	WED.

CONT'D

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
ABC SUMMR OLYMS-WED-12:48AM-2(S)-CONT'D			1.15														12.5*	47*	12.1 WED.
			1.30															11.4 WED.	
			1.45															10.1 WED.	
			2.00															9.2 WED.	
CBS NEWSBREAK-M-F		>	8.45	8,630	10.3	8,630	10.3	19	10.6	M-F		5,870	7.0	6,200	7.4	13	7.0	M-F	
			9.00						8.8	TUE.									
CBS LATE MOVIE I		>	11.30	6,870	8.2	4,360	5.2	16	5.5	M-F		5,700	6.8	3,770	4.5	12	4.6	M-F	
			11.45				5.4*	14*	5.3	M-F					4.6*	11*	4.6	M-F	
			12.00						5.1	M-F							4.5	M-F	
			12.15				5.0*	17*	5.0	M-F					4.5*	14*	4.4	M-F	
			12.30				5.2*	21*	5.2	M-F					4.3*	16*	4.4	M-F	
		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30	4,270	5.1	3,270	3.9	20	4.2	M-F		3,520	4.2	2,680	3.2	14	3.5	M-F	
			12.45				4.0*	18*	3.9	M-F					3.4*	14*	3.3	M-F	
			1.00						3.8	M-F							3.1	M-F	
			1.15				3.7*	20*	3.7	M-F					3.1*	15*	3.0	M-F	
			1.30						3.4	TU & W							3.4	TUE.	
		VARIOUS TIMES	(SUS)																
CBS CBS NEWS NIGHTWATCH-1		>	2.00	1,510	1.8	1,340	1.6	16	1.7	M-THSU		1,340	1.6	1,090	1.3	13	1.4	M-THSU	

CBS CBS NEWS NIGHTWATCH-2		2.30- 6.00AM	-GRID	2,260	2.7	920	1.1	22	1.5	M-THSU		2,100	2.5	840	1.0	20	1.2	M-THSU	
			2.30							M-THSU								M-THSU	
			2.45				1.6*	20*	1.7	M-THSU					1.4*	18*	1.4	M-THSU	
			3.00						1.5	M-THSU							1.3	M-THSU	
			3.15				1.4*	22*	1.5	M-THSU					1.2*	19*	1.3	M-THSU	
			3.30						1.3	M-THSU							1.2	M-THSU	
			3.45				1.1*	22*	1.2	M-THSU					1.1*	21*	1.1	M-THSU	
			4.00						1.0	M-THSU							1.0	M-THSU	
			4.15				.9*	21*	.9	M-THSU					.9*	21*	.9	M-THSU	
			4.30						.9	M-THSU							.8	M-THSU	
			4.45				.9*	23*	.9	M-THSU					.8*	22*	.8	M-THSU	
			5.30						.9	M-THSU							.7	M-THSU	
			5.45				.8*	22*	.9	M-THSU					.7*	19*	.7	M-THSU	
NBC NBC NEWS DIGEST-M-F	1	>	8.15	7,960	9.5	7,960	9.5	18	6.4	M-F		6,700	8.0	6,700	8.0	14	6.9	M-F	
	2	>	8.45						9.2	MTHF							9.8	M & TU	
			9.00																
			9.30						13.8	TUE.									
NBC NBC NEWS DIGEST-2-M-F		>	9.45	8,460	10.1	8,460	10.1	18	8.5	TU&TH		5,280	6.3	5,280	6.3	10	6.3	M & TH	
			10.30						11.6	TUE.									
NBC TONIGHT SHOW		>	11.30	9,720	11.6	6,030	7.2	22	7.8	MTUTHF		6,030	7.2	3,350	4.0	11	4.5	M-F	
			11.45				7.5*	20*	7.1	MTHF					4.3*	10*	4.0	M-F	
			12.00						7.2	MTUTHF							3.9	M-F	
			12.15				6.7*	22*	6.4	MTUTHF					3.7*	11*	3.5	M-F	
			12.30						8.4	TUE.									
			12.45				8.1*	31*	7.8	TUE.									
			1.00						6.6	TUE.									
NBC DAVID LETTERMAN I CONT'D		>	12.30	3,440	4.1	2,930	3.5	16	3.5	M-TH		2,430	2.9	2,100	2.5	10	2.6	M-TH	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY-CONT'D																			
NBC DAVID LETTERMAN I-CONT'D			12.45						2.9	MWTH							2.4	M-TH	
			1.00						3.7	TU & W									
			1.15						4.2	TU & W									
			1.30						3.9	TUE.									
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	5,450	6.5	2,510	3.0	14	4.4	FRI.	4,530	5.4	1,930	2.3	9	3.1	FRI.		
			12.45						3.4	FRI.					2.8*	10*	2.5	FRI.	
			1.00						3.0	FRI.							2.3	FRI.	
			1.15					2.9*	14*	FRI.					2.3*	9*	2.3	FRI.	
			1.30						2.8	FRI.							2.1	FRI.	
			1.45					2.3*	14*	FRI.					1.8*	9*	1.5	FRI.	
NBC DAVID LETTERMAN II		>	1.00	2,770	3.3	2,260	2.7	16	2.6	M-TH	2,180	2.6	1,760	2.1	11	2.1	M-TH		
			1.15						2.2	MWTH							2.1	M-TH	
			1.30						2.7	TU & W									
			1.45						3.3	TU & W									
			2.00						2.8	TUE.									
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A	1	6.15- 6.30AM	6.15	840	1.0	750	.9	15	.9	M-F									
ABC ABC WRLD NEWS-SPC-6:15A-1(S)	2	6.15- 6.30AM	6.15								840	1.0	750	.9	16	.9	M-F		
ABC ABC WORLD NEWS-MORN-645A	1	6.45- 7.00AM	6.45	1,260	1.5	1,170	1.4	16	1.4	M-F									

ABC ABC WRLD NEWS-SPC-6:45A-1(S)	2	6.45- 7.00AM	6.45								1,170	1.4	1,170	1.4	18	1.4	M-F		
ABC SUMMR OLYMS-FRI-11:00AM-2(S)	2	11.00- 2.00PM	11.00								18,440	22.0	7,710	9.2	31	6.1	FRI.		
			11.15												6.3*	25*	6.5	FRI.	
			11.30														7.2	FRI.	
			11.45												7.5*	27*	7.9	FRI.	
			12.00														9.5	FRI.	
			12.15												9.6*	31*	9.8	FRI.	
			12.30														10.5	FRI.	
			12.45												10.3*	33*	10.1	FRI.	
			1.00														10.3	FRI.	
			1.15												10.3*	32*	10.3	FRI.	
			1.30														11.1	FRI.	
			1.45												11.2*	35*	11.4	FRI.	
ABC SUMMR OLYMS-MON-11:00AM-2(S)	2	11.00- 2.01PM	11.00								19,270	23.0	7,460	8.9	29	5.4	MON.		
			11.15												5.4*	21*	5.5	MON.	
			11.30														6.1	MON.	
			11.45												6.5*	23*	6.9	MON.	
			12.00														8.8	MON.	
			12.15												8.9*	29*	9.0	MON.	
			12.30														10.1	MON.	
			12.45												10.2*	32*	10.2	MON.	
			1.00														11.0	MON.	
			1.15												11.1*	33*	11.2	MON.	
			1.30														11.4	MON.	
			1.45												11.4*	34*	11.4	MON.	
			2.00														11.2	MON.	
ABC SUMMR OLYMS-THU-11:00AM-2(S)	2	11.00- 2.00PM	11.00								20,030	23.9	8,300	9.9	32	6.5	THU.		
CONT'D			11.15												7.1*	27*	7.6	THU.	

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %	HOUSEHOLDS (000)			%	HOUSEHOLDS (000)	SHARE %				
DAY MONDAY-FRIDAY-CONT'D																	
ABC SUMMR OLYMS-THU-11:00AM-2(S)-CONT'D			11.30												8.3	THU.	
			11.45											8.4*	29*	8.6	THU.
			12.00											10.3		10.3	THU.
			12.15											10.4*	33*	10.5	THU.
			12.30													11.0	THU.
			12.45											11.3*	36*	11.7	THU.
			1.00													11.3	THU.
			1.15											10.8*	34*	10.3	THU.
			1.30													10.9	THU.
			1.45											11.3*	34*	11.7	THU.
ABC SUMMR OLYMS-TUE-11:00AM-2(S)	2	11.00- 2.00PM	11.00								19,860	23.7	8,380	10.0	33	6.6	TUE.
			11.15											6.9*	26*	7.3	TUE.
			11.30													8.2	TUE.
			11.45											8.2*	30*	8.3	TUE.
			12.00											9.2		9.2	TUE.
			12.15											9.0*	31*	8.9	TUE.
			12.30													10.3	TUE.
			12.45											10.6*	34*	10.9	TUE.
			1.00													12.0	TUE.
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Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D			3.30													9.5	MON.
ABC GENERAL HOSPITAL-SPECIAL(S)-CONT'D			3.45													10.3	MON.
ABC ABC DAYTIME NEWSBRIEF-SP.(S)	2	3.57- 3.58PM	3.45								8,380	10.0	8,380	10.0	30	10.0	W-F
ABC SUMMR OLYMS-FRI- 4:00PM-2(S)	2	4.00- 5.32PM	4.00								15,750	18.8	8,720	10.4	30	9.6	FRI.
			4.15													9.5	FRI.
			4.30													10.3	FRI.
			4.45													10.6	FRI.
			5.00													10.3	FRI.
			5.15													11.7	FRI.
			5.30													11.8	FRI.
ABC SUMMR OLYMS-MON- 4:00PM-2(S)	2	4.00- 5.30PM	4.00								17,010	20.3	9,720	11.6	34	10.2	MON.
			4.15													10.3*	MON.
			4.30													10.8	MON.
			4.45													11.2*	MON.
			5.00													11.5	MON.
			5.15													12.6	MON.
																13.3*	MON.
ABC SUMMR OLYMS-THU- 4:00PM-2(S)	2	4.00- 5.30PM	4.00								16,420	19.6	8,720	10.4	31	9.1	THU.
			4.15													9.3*	THU.
			4.30													10.2	THU.

ABC SUMMR OLYMS-TUE- 4:00PM-2(S)	2	4.00- 5.30PM	4.00 4.15 4.30 4.45 5.00 5.15								16,840	20.1	9,300	11.1 10.0*	32 31*	10.5 11.2 12.1 9.6 10.3 11.2	THU. THU. THU. TUE. TUE. TUE.
ABC SUMMR OLYMS-WED- 4:00PM-2(S)	2	4.00- 5.30PM	4.00 4.15 4.30 4.45 5.00 5.15								16,090	19.2	8,880	10.6 9.8*	31 30*	9.8 9.9 10.2 10.0 11.6 12.4	WED. WED. WED. WED. WED. WED.
ABC ABC DAYTIME NEWSBRIEF-SP.(S)	2	4.54- 4.55PM	4.45								9,300	11.1	9,300	11.1	32	11.1	TUE.
ABC ABC DAYTIME NEWSBRIEF-SP.(S)	2	5.09- 5.10PM	5.00								10,730	12.8	10,730	12.8	36	12.8	MON.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30 6.45	1,340	1.6	1,090	1.3	20	1.2 1.4	M-F M-F	1,170	1.4	920	1.1	16	1.0 1.3	M-F M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	7,210	8.6	6,960	8.3	30	8.3	M-F	5,870	7.0	5,700	6.8	23	6.8	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,530	6.6	5,280	6.3	20	6.3	M-F	5,280	6.3	5,030	6.0	18	6.0	M-F
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	1,340	1.6	1,010	1.2	15	1.0 1.3	M-F M-F	1,340	1.6	920	1.1	13	.9 1.4	M-F M-F
NBC REAGAN POLITICAL-NBC(S)	1	8.55- 9.00AM	8.45	4,190	5.0	3,600	4.3	21	4.3	THU.							
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,190	5.0	4,190	5.0	17	5.0	MWF	4,360	5.2	4,360	5.2	17	5.2	MWF

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	2,430	2.9	1,930	2.3	23	2.3		1,840	2.2	1,510	1.8	18	1.8	
ABC MENUDO-10:25AM		10.25-10.29AM	10.15	4,690	5.6	4,110	4.9	21	4.9		4,110	4.9	3,600	4.3	17	4.3	
ABC MENUDO-11:55AM	1	11.55-11.59AM	11.45	4,190	5.0	3,770	4.5	17	4.5								
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	1,510	1.8	1,340	1.6	15	1.6		1,590	1.9	1,590	1.9	16	1.9	
CBS IN THE NEWS- 9.56AM		9.56- 9.59AM	9.45	3,180	3.8	2,930	3.5	17	3.5		3,350	4.0	3,100	3.7	17	3.7	
CBS IN THE NEWS-10.26AM		10.26-10.29AM	10.15	3,520	4.2	3,270	3.9	17	3.9		3,350	4.0	3,020	3.6	14	3.6	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,030	6.0	4,440	5.3	21	5.3		3,350	4.0	3,020	3.6	12	3.6	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	3,940	4.7	3,690	4.4	16	4.4		2,930	3.5	2,600	3.1	10	3.1	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	2,850	3.4	2,600	3.1	11	3.1		2,680	3.2	2,430	2.9	9	2.9	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	3,100	3.7	2,850	3.4	13	3.4		2,430	2.9	2,350	2.8	9	2.8	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	1,930	2.3	1,930	2.3	23	2.3		2,430	2.9	2,430	2.9	28	2.9	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	3,270	3.9	3,100	3.7	26	3.7		2,770	3.3	2,600	3.1	22	3.1	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,780	6.9	5,610	6.7	29	6.7		5,030	6.0	4,940	5.9	23	5.9	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,530	6.6	5,360	6.4	26	6.4		5,200	6.2	5,030	6.0	21	6.0	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,180	3.8	3,020	3.6	13	3.6		2,930	3.5	2,770	3.3	11	3.3	
NBC NBC MAJOR LEAGUE PRE GAME	1	1.30- 1.47PM	-GRID 1.45	3,940	4.7	3,600	4.3	16	4.5								

	2	2.00- 2.17PM	→GRID 2.15								2,600	3.1	2,350	2.8	9	3.0	
											11,230	13.4	3,270	3.9	11		
DAY SUNDAY																	
CBS TALLADEGA-500(S)	1	1.00- 4.36PM	→GRID 4.30	9,300	11.1	3,440	4.1	11	5.3								
CBS MEMPHIS GOLF CLASSIC(SUN)(S)	2	3.30- 6.03PM	→GRID 6.00								6,120	7.3	2,010	2.4	6	3.2	
CBS HARTFORD OPEN-SUN.(S)	1	4.36- 6.08PM	→GRID 6.00	6,120	7.3	3,180	3.8	9	5.0								

Bulletin

August 17, 1984

THE PRESIDENT'S JULY 24 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Tuesday July 24, 1984, at 8:00-8:35PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	33.7	28.2
Average Audience		
Households	28.2	23.6

A.C. NIELSEN COMPANY

Nielsen Plaza • Northbrook, IL 60062 • (312) 498-6300
New York, NY 10104 • 1290 Ave. of the Americas • (212) 708-7500
Menlo Park, CA 94025 • 70 Willow Road • (415) 321-7700

Correction Notice

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(312) 498-6300

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New York, NY 10104
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70 Willow Road
Menlo Park, CA 94025
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September 4, 1984

NIELSEN NATIONAL TV RATINGS REPORT
1ST REPORT FOR AUGUST 1984
July 23-August 5

Estimates of Total Audience for the Democratic National Convention 1984 were incorrectly reported on the 1st page of the Bulletin included in the above report. Below are the corrected data.

July 16 - 19, 1984

	<u>Percent</u>	<u>Millions</u>
Total Audience	76.2 73.2	63.9 61.3

See correction notice
dated 12/21/84.

All other data are correct as reported.